

Application Serial No.: 09/898,164  
Attorney Docket No.: 0260123

**List of Claims:**

**Claim 1 (Currently Amended):** A method for providing incentive to a user to receive information, the method comprising:

providing a programming broadcast signal to a broadcast receiving appliance;

providing a token with the programming broadcast signal;

radiating an audio signal including the token with the programming ~~to a user~~ from the broadcast receiving appliance, wherein the token is radiated outside of a normal hearing frequency range of an acoustic spectrum of the audio signal;

providing a token capture device ~~to the user~~ configured to receive the token during the radiating of the programming; and

providing an incentive ~~to a user~~ for using the token capture device to receive the token.

**Claim 2 (Original):** The method according to claim 1, wherein the token capture device is further configured to process the token.

**Claim 3 (Original):** The method according to claim 1, wherein the token is contained within the programming broadcast signal.

**Claim 4 (Original):** The method according to claim 1, wherein the programming broadcast signal embodies a television broadcast.

Application Serial No.: 09/898,164  
Attorney Docket No.: 0260123

**Claims 5-7 (Canceled)**

**Claim 8 (Original):** The method according to claim 1, wherein the programming broadcast signal embodies a radio broadcast.

**Claim 9 (Canceled)**

**Claim 10 (Original):** The method according to claim 1, wherein the incentive comprises providing a reward in exchange for redemption of a token capture device having indication thereon of a received token signal.

**Claim 11 (Original):** The method of claim 1, wherein the information is advertising.

**Claim 12 (Original):** The method according to claim 10, further comprising collecting personal information from a person during the redemption of the token capture device.

**Claim 13 (Original):** The method according to claim 12, further comprising: storing the collected personal information; and  
using the stored collected personal information in a demographic analysis.

**Claims 14-37 (Canceled)**

Application Serial No.: 09/898,164  
Attorney Docket No.: 0260123

**Claim 38 (Currently Amended):** A system for providing incentive to receive advertising using a token signal associated with a broadcast signal, the system comprising:

- ~~a broadcast signal;~~
- ~~a token signal associated with the broadcast signal;~~
- a broadcast receiving appliance operable to radiate an audio signal corresponding to the broadcast signal;
- a token capture device configured to receive the token signal radiated from the broadcast receiving appliance outside of a normal hearing frequency range of an acoustic spectrum of the audio signal;
- a means for providing incentive to a token capture device user to cause the token capture device to receive the token signal.

**Claim 39 (Original):** The system according to claim 38 wherein the incentive comprises allowing redemption of a token capture device having indication thereon of a received token.

**Claim 40 (Original):** The system according to claim 39 wherein the redemption comprises exchange of the token capture device having indication thereon of the received token for a prize.

**Claim 41 (Original):** The system according to claim 38 wherein the broadcast signal comprises an advertisement.

Application Serial No.: 09/898,164  
Attorney Docket No.: 0260123

**Claim 42 (Original):** The system according to claim 38 wherein the broadcast signal embodies a television program.

**Claim 43 (Original):** The system according to claim 38 wherein the broadcast signal embodies a motion picture film.

**Claim 44 (Original):** The system according to claim 38 wherein the broadcast signal embodies a radio program.

**Claim 45 (Original):** The system according to claim 38 wherein the broadcast signal embodies a computer software program.

**Claims 46-57 (Canceled)**

**Claim 58 (New):** A method for providing an incentive to a user to receive information, the method comprising:

- receiving a programming broadcast signal;
- receiving a token as part of the programming broadcast signal, wherein the token provides the incentive; and
- radiating an audio signal including the token outside of a normal hearing frequency range of an acoustic spectrum of the audio signal.

Application Serial No.: 09/898,164  
Attorney Docket No.: 0260123

**Claim 59 (New):** The method of claim 58, wherein the token is included in an audio portion of the programming broadcast signal.

**Claim 60 (New):** The method of claim 58, wherein the token is included in a video portion of the programming broadcast signal.

**Claim 61 (New):** The method of claim 58, wherein the programming broadcast signal includes a television broadcast.

**Claim 62 (New):** A method for providing an incentive to a user to receive information from a device configured to receive a token as part of a programming broadcast signal, the method comprising:

receiving an audio signal from the device, wherein the audio signal includes the token outside of a normal hearing frequency range of an acoustic spectrum of the audio signal;  
extracting the token from the audio signal; and  
storing the token, wherein the token provides the incentive.

**Claim 63 (New):** The method of claim 62, wherein the incentive comprises a reward in exchange for redemption of the token.

**Claim 64 (New):** The method of claim 62 further comprising providing personal information for redemption of the token.

Application Serial No.: 09/898,164  
Attorney Docket No.: 0260123

**Claim 65 (New):** A broadcast receiving system for providing an incentive to a user to receive information, the broadcast receiving system comprising:

a receiver operable to receive a programming broadcast signal, the receiver further operable to receive a token as part of the programming broadcast signal, wherein the token provides the incentive; and

a transmitter operable to radiate an audio signal including the token outside of a normal hearing frequency range of an acoustic spectrum of the audio signal.

**Claim 66 (New):** The broadcast receiving system of claim 65, wherein the token is included in an audio portion of the programming broadcast signal.

**Claim 67 (New):** The broadcast receiving system of claim 65, wherein the token is included in a video portion of the programming broadcast signal.

**Claim 68 (New):** The broadcast receiving system of claim 65, wherein the programming broadcast signal includes a television broadcast.